

# SAMPLE LETTER TO INFLUENTIAL ORGANIZATIONS

Name  
Title  
Organization  
Address  
City, State Zip

Dear \_\_\_\_\_:

We need your help in protecting the children in our community. During National Infant Immunization Week, April 16-22, 2000, or anytime throughout the year, influential organizations like yours can contribute to the effort to raise childhood immunization rates and to ultimately prevent our children from contracting deadly diseases.

Too many parents are unaware of the number of vaccinations that children need before their second birthday to be adequately protected against certain diseases. Currently, only about 75 percent of children nationwide are fully protected with the 4 DTP (diphtheria, tetanus, pertussis)/3 polio/1 MMR (mumps, measles, rubella) series, and coverage levels for some of the more recently introduced vaccines, such as hepatitis B, chickenpox are even lower.

In 1989-91, approximately 120 people, with nearly half of those infants, died from measles. About 55,000 cases of measles were reported during that time period and resulted in more than 44,000 days of hospitalization. According to studies, costs of treating a pre-school child hospitalized for measles range from \$6,800 to \$15,000.

As a respected voice within your community, you have the opportunity to impact infant immunization rates by educating members of your organization. We are asking you to disseminate the immunization message during the week of April 16-22, 2000, by either participating in our \_\_\_\_\_ activity on (day) at (time) or incorporating the immunization message into a company-wide presentation, newsletter, or other means. These latter methods can be accomplished any time throughout the year.

Beyond this simple step, you may want to look at other ways of getting involved with immunization issues. We would be pleased to meet with you to discuss facts about childhood immunization or to speak to other members within your organization who may be interested in getting involved.

Attached is a fact sheet on immunization and a list of suggested activities for community organizations. We believe that as a valued, conscientious voice for our community, you serve a crucial function in the effort to protect our children from deadly diseases. We look forward to the opportunity of discussing your role in more detail.

Your contribution to the immunization effort is greatly appreciated. We will contact you shortly to ask whether you will be able to help. Thank you for your time, and please call us at \_\_\_\_\_ if you have any questions.

Sincerely,

Your name

NATIONAL  
INFANT  
IMMUNIZATION  
WEEK

APRIL 16-22, 2000